SUGGESTS USE OF COLORS IN FRONTS OF BUILDINGS

Designer of Fine Structures Says That Is One Way to Relieve Growing Monotony

of so important a street, some of the treatments which mark certain stages of the evolution were seldom repeated.

Moving northward from the arch and leaving behind the relies of the white trimmed red brick domiciles of a bygone time, the painted and cast-fron embellished houses are found as reminders also of a day long past.

A little further along the full development of the cast iron era has left its monument. This is followed closely by the remains of that once popular but short lived obsession for rock faced stone. The red pressed brick and stone combination next made its mark, and that carries us to the Inmark, and that carries us to the In-diana limestone invasion, which is now so much a part of and has exerted so great an influence on the work of the

present day. The upper part of the avenue shows a more heterogeneous collection of architectural efforts, among which is easily observable the struggle for son scartered along both sides of the street show much thought and care, and while good design did not always emerge un-scathed from the conflict, there is a constant tendency toward more adap-table and better architecture.

Many experiments and numerous im-

provements were possible in these smaller facades which would have been impracticable in larger elevations, but the ideas developed in the adaptation of material, form and color give excellent suggestions and may serve as mod-

els for greater structures.

There are any number of most successful creations, gems of architectural conception and execution, which are a credit to the designers, the owners and

condition, mentioned in a previous arti- one, and will cost \$461,450. Small dwellthat has the most salutary effect upon the designs for any class of buildings. The problem presented is to get builders, owners and architects who erect buildings only for the purpose of sale or lease to use the same taste and discrimination.

FIGS-seven such structures structures to the same taste hulders, and seventeen tenements cast \$214.000, and seventeen structures of a miscellaneous character, cost \$27-1250.

The Cypress-Hart Construction Company will build thirteen three story six family brick tenements on the party side.

ch, what a welter of architectural crime!"

So far as commercial architecture is concerned (this classification includes buildings erected in blocks where the income feature is largely, if not wholly, the dominating factor at their inception) Fifth avenue from Washington Square to the Plaza presents almost a chronopical history of the development of this type of building in this city. Fortunately for the beauty and attractiveness of so important a street, some of the treatments which mark certain stages. arnegie Hall is perhaps one of the most striking effects of color treatment et produced. The result is accomplished with very little effort or expense and consists principally in the combined use f standard materials. It is as satisfyg as a bit of tapestry. It is to be oped that the material is so prepared s to resist the ruinous ravages of dust

> The few instances mentioned only go show that there is no reason why slor cannot be used. One needs but to ok down any block or think about the pearance of the average street to know hy it should be employed.

Within recent years there have been eveloped so many materials both natural and manufactured that can be had inable to satisfy any desire or meet any problem that he may encounter. The accessary supplies are within reach in quantity and quality and at a cost that does not bar them from the cheapest structures. It only remains for the architect to study the possibilities and take advantage of the opportunities offered.

Newman Leavy has sold for Title Thirty-seventh street addition of their establishment at Fifth avenue and Elegant point for John Thirty-eighth street. The leave is for a term of fifteen years at an aggregate rental of \$175,000. Extensive alterations will be made, and toossession taken on November 1. This will make the fifth branch for the lessee's business. advantage of the opportunities offered.

The application of color, like any ther good work, can be overdone; but it would be better to have the combined buildings in any block have the appearance of an Oriental rug rather dirty gray of a cement floor,

MORE HOMES IN BROOKLYN.

More Than Half of 91 Bulldings

Here again appears that influencing Central Public Library, numbered ninety cle, of the owner erecting and occupying his own premises, a circumstance that has the most salutary effect upon Fifty-seven such structures to cost \$220,-

There is another cycle of architectural history illustrated in the edifices that are scattered along this popular thoroughfare. The work at the lower end is generally in the Colonial style, one of the chief characteristics of which is the broad, plain surfaces, enriched at the soint of natural accent by the conservative use of refined detail. From this pleasing and dignified beginning the treatment mounts by multiplying meaningless ornament to a point where there south side of Fifty-ninth street, east of

Express by Mr. Townsend on the series by Mr. Townsend on the series by Mr. Townsend on the seed of better designing of city buildings.]

There has been considerable discussion of late, especially among the more discerning laymen, regarding the freer use of color in the fronts of commercial buildings. The feeling for such an innovation seems to be fairly widespread. Many have been impressed with the need of some change from the existing conditions, but through lack of knowledge or experienced observation, merely realized that the prevailing dull tone was unsuffactory and should be raise or dearning the color was suggested to them as a resedy and their attention directed to a number of examples to be seen about the city, they invariably concluded that a more liberal utilisation of contrasting and permanent colors in the designs for street fronts of buildings would be a welcome deviation from the recent practice.

A contemplation of some of the building and permanent colors in the designs for street fronts of buildings would be a welcome deviation from the recent practice.

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A contemplation of some of the building and permanent colors in the designs for street forts of vari-colored terra cotta attempts at color development was exceed some fifteen years ago. The Broadway Chambers with its upper stories of vari-colored terra cotta attempts and proposition of contrast practice.

Flat Will Be Built,

The estate of Mary H. Hell has sold through F. R. Wood, W. H. Dolson Company the dwelling at 278 West Seventythird street, on lot 17.6x76, to Thomas J. McLaughlin, who owns the adjoining properties, 274-276 West Seventy-third street. He will erect on the entire plot. 78.9x76x100, a nine story apariment house, with one apartment on a floor, containing nine rooms and four baths, approximating \$755,000. The location is but a short distance occupied by them in the from West End avenue and directly section, at 1557 to 1561

Frank A. Seaver & Co. have sold for A. Danforth 1919 Sixtieth street, two story dwelling, on lot 18x70.

WESTCHESTER HOME SALES.

of 50x130 on Webster place for Henry L. Raymond to C. Edward Smith, who will build soon for his occupancy.

FLATS FOR THE BROXX.

About \$100,000 is to be spent on the erection of two six story brick apartment houses on the west side of Webster avenue, 148 feet south of 169th street. They will be 44x88 feet in area. The Grand Terrace Construction Company, Harry Gillman, president, is the owner and Moore & Landssedel the architects. A five story flat, estimated to cost stoom, is being designed by the Kreymborg Architectural Company for the morthest corner of Vyse avenue and West Farms road, a plot 15xx56, William Sinnott is the owner and builder.

The properties to be offered are as story and west Farms road, a plot 15xx56, William Sinnott is the owner and builder.

The properties to be offered are as story and basement brick building: 114-116 Unst building at a number of the structure in the spaiding fluiding, and charter from will join the rapidity of the Grand Central Station when A. G. Grand Central Station when A. G. Spaiding & Bross terrore to their new and the close various estates. The properties to be offered are as stole of the structure in the defining and the closery will be special safe day on Theseday, October 3. In this sale are included a diversified Grand Central Station when A. G. Spaiding & Bross terrore to their new and the close various estates. The properties to be offered are as stole of them to be said to close various estates. The properties to be offered are as story and basement brick building; 227 to 221 West Twenty-basement brick building; 122 West Twenty-base building of the structure for the Spaiding and the defining and the closer will be the spoid of the transition of the tending firm will join the rapidity, charged in the stender from will join the rapidity of the Grand Central Station when A. G. Spaiding & Bross tenore to their new will be the sole occur. The firm will join the rapidity of the form of the structure of the station of the station of the Station will be the sole occur. The firm will join the rapidity o About \$100,000 is to be spent on the J. P. Day to Hold Auction of Many

New York Banker Buys Long Island Suburban Home Valued at \$65,000

Mortimer N. Buckner, president of the New York Trust Company, has purchased one of the finest homes in Garden City. It is the large Colonial dwelling occupying one of the highest points in Garden City, on Tenth street between a high brick wall.

Franklin and Hilton avenues, built a places. Some of its features are an underground irrigation system for the lawn, fruit trees trained on arbors, and one of the finest rose gardens in this part of the country. There is a good sized, modern garage on the property.



at About \$750,000.

The Horn & Hardart Company, own ing and operating the Automat restauon a floor, Company of Pennsylvania, at a figure The location is but a short distance from West End avenue and directly section, at 1557 to 1551 Broadway, 70 opposite the residence of Charles M. feet south of Forty-seventh street, and comprising a three story building erected by the Horn & Hardart Company, on HOE AVENUE—Samuel Cowen has sold 1532 and 1535 Hoe avenue, two three family brick dwellings, each on plot 20x100, to Daniel H. Holloway of Ramsey, N. J. southeast corner of Eighth avenue.

Bonwit, Teller & Co. have leased to

coin Park, Yonkers.

Austin & Merritt have sold to Hauxwell & Smith the three story brick building, on plot 50x175, at 14-16 Broad street, Port Chester, part of which the purchasers use for office and showroom purposes. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6. The same brokers also sold a of 50x130 on Webster place for Henry L. Baymond to 6.

TO SELL FOR ESTATES.

Joined at Grand Central Station
Operation of the extension of the penditure of \$75,000, of which the circle of the Grand Central Station of the extension of the penditure of \$75,000, of which the circle of the Grand Central Station of the commerce the state of the Grand Central Station of the short of the Grand Central Station of the short of the Grand Central Station passent of the Grand Central Station of the short of the Grand Central Station of the Station of the

404 Harlem, 13,755, and The Bronx,

HOME FOR W. E. PEARSON.

Harbor at Brightwaters.

W. E. Pearson, president of the Pearson Engineering Corporation, has purchased several lets fronting on Venetian Yacht Harbor, approximating one acre, at Brightwaters, L. L. Mr. Pearson inherited 16,000 acres in three States, centring at Great Barrington, Mass., with many resident and the retructures, but he will make his future home where it will overlook (Fra. Sauth Hay. Before

837 South Eleventh street, between Clin-ton and Madison avenues, for W. Frank Hopping to Mrs. F. Irving Fletcher, who

Feist & Feist have sold for Morris

3.695 NEW QUEENS BUILDINGS -August a Big Month.

FINE MONTCLAIR PLACE SOLD.

Frederick A. Mills of Montclair has old the Colonial residence on the south side of Warren Flace, near Harrison avenue, to Frank A. Sawyer. It contains eleven rooms, three bathrooms and solarium, and has a frontage of 100 feet on Warren place, with a depth of 200 feet. F. M. Crawley & Bros. were brokers.

L. E. Cloude, Washingra & Ca. have sold the present sear in the filling of applications for permits to creat new lound at layers. They properly have been first applications for 3.695 few been held at \$22.000. It is understood that the purchaser with injective the property in the near future with a fine residence.

August was one of the log months of the present sear in the filling of applications for permits to creat new lound at least the property are to Great Scuth Ray. The property has been held at \$22.000. It is understood that the purchaser with a fine property in the near future with a fine residence.

SPALDING'S NEW 5TH AV. HOME. Alterations having been completed to the six story budding at 523 Fifth avenue between the Termie Emanu-El and

re now building homes for and turned into sausage for Dutch iunc. themselves

by Grenville T. Emmet.

EAST SIDE HOME BUYER.

Lesley J. Pearson is the buyer of 43

East Seventy-fifth street, sold recently

\$100,000,000 Loaned Within 50 Miles of City.

"Hundreds of persons in the metro"Hundreds of persons in the metro-"Hundreds of persons in the mean political district are turning rent money large." Savings and loan associations a "Savings and loan associations as Politan district are turning rent money politan district are turning rent money. Savings and loan associations and McEwan, secretary of the State and McEwan, secretary of the State and Loan Associations, yesterday. Within a radius of fifty miles of the City Hall a radius of fifty miles of the City Hall associations have \$100,000,000 of the Secretary lin Secretary leads with more than \$2,000,000 on July 1 (the crossed \$2,000,000 on July 1 (the

SAVINGS AND LOAN

first mortgages on moderate priced homes. These mortgages probably average \$2,200, although the exact figures are not obtainable. They are being paid off monthly. Yet one would think ludeing from interviews, that amortization is something new in this section. "Men and women who purchase homes

with little money are turning to these associations for mortgages more and more every day. Practically the only

proceedings. The point of view in a savings and loan board in these cases is that they are dealing with a flesh and blood man, not an automaton.

"Savings and loan associations invest"

Savings and loan associations invest

"Savings and loan associations invest"

"Savings and loan associations invest their money in small first mortgages which are paid off ordinarily at the rate of 6 per cent, a year. A person borrowing \$1.000 generally pays \$5 interest monthly and \$5 on the principal, the amount paid off earning dividends. In twelve years he will pay \$720 on his principal and the accumulated interest. principal and the accumulated interest on the money will make it reach \$1,000.

This is being worked out every day by dence on Lincoln avenue, it is to the control of the "To extend the amortization principle, N. J. to Allan Macfarlan of Hawthorn

crossed \$2,000,000 on July 1 (the with over \$1,000,000 are the Serial as Bank Cierks in Manhattan, South Browlyn and Atlantic in Brooklyn, Richmon County in Tottenville.
"New Jersey banks heavily on the associations. One person in every with that State is a borrower or saver in members and assets of \$143,504,000, at

reducing its burdens to a minimum,

GAINING MEMBERS

Thousands of farmers throughout the country have building and lean association mortgages on their farms. The First Farmers Association of Contre-

House Buying Responsible for ganized as an outcome of the State law which gives the new Land Bank power

more every day. Practically the only way the associations grow is through word of mouth, one satisfied investor or borrower telling another.

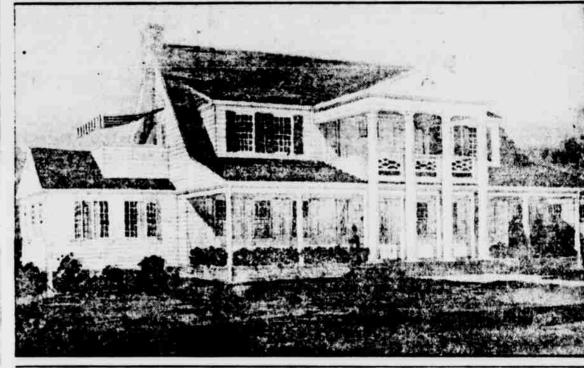
"The mutuality of a savings and loan association generally acts as a lever, and prevents a hard and fast line being drawn. If a borrower cannot meet his payments regularly and is unfortunate, through no fault of his own, some way is found for him to save his home: there is no turning the screws and starting the machinery for foreclosure proceedings. The point of view in a "Penrsylvania leads the States with the seventy and the states with the seventy and the s

Completely Furnished Houses Newest Attraction Offered Suburban Buyers

he will make his future home where it will overlook Great South Hay. Before purchasing Mr. Pearson leased the big cottage of Commodore Edward E. Gold fronting on the Yacht Harbor and Grand Concourse.

Mr. Pearson has nearly completed plans for a large major house, designed by Christopher F. Begeman, architect of the T. B. Ackerson Company, which will construct the home.

Purnishing country homes even down out the novel plan is in the section which well known artists and architects have selected as the site for their proposed is shown here. A view of the dwelling selected in the suburban field. August Janssen, owner of Plandome Estates, on the north shore of Long island. In the originator of the idea, which is the originator of the idea, which is proving so popular that other developers are expected to take it up. The property of a constituent of the Hotel Marson Company, which will construct the home.



is general. The therefore so will be been a control partial source of the bound of natural source of control partial source of the source of t

Greenwich Village and Chelsea City.

Greenwich and Chelsea City.

Greenwich and Chelsea cittages, historic sections of old New York, form the residential area of the central mercantile district. They cover 95% acres and the censity of population is considerably lower within this territory than in other sections of Manhattan.

Twelve typical blocks in various districts of Greater New York were studied in the Central Mercantile Association is comparison as to population density. The block in the central mercantile area showed the lowest conjection, 11.101 persons. An upper West Side block showed 11.821; the upper East Side, 19.826; the lower loss East Side, 25-144. Harlem, 13,755, and The Brox, 11,995.

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